What is claimed is:

1   1.   A system for executing user-definable events triggered through

2   geolocational data describing zones of influence, comprising:

3   a cartridge defining one or more zones of influence, each zone of

4   influence described by stored geolocational data and forming a logically enclosed

5   physical space, the cartridge further associating one or more user-definable events

6   with each zone of influence, each user-definable event specifying a trigger

7   condition based on the stored geolocational data for the associated zone of

8   influence; and

9   a user device identifying a location based on further geolocational data

10   and triggering at least one user-definable event when the location substantially

11   correlates to the stored geolocational data for the trigger condition of the at least

12   one user-definable event.